

IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strike through~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

1. (currently amended) An advertisement providing method, comprising:
storing in a storage unit of a portable terminal device ~~carried by an advertisement~~
medium, advertising information about goods ~~an the~~ advertisement medium has on or with; and
transmitting the advertising information stored in the storage unit by a wireless signal
upon receipt of a request to transmit advertising information from another portable terminal
device.

2. (original) The method according to claim 1, wherein
said advertising information includes information specifying a position in a network of a
server which provides advertising information about goods.

3. (currently amended) A portable terminal device, comprising:
a wireless signal transmission and reception unit;
a storage unit storing advertising information about goods a advertisement medium has
on or with; and
a control unit instructing said wireless signal transmission and reception unit to transmit
advertising information stored in said storage unit when a request to transmit advertising
information is received from another portable terminal device.

4. (currently amended) An advertisement obtaining method, comprising:
requesting a portable terminal device carried by ~~for an~~ advertisement medium to transmit
advertising information to another portable terminal device;
receiving by said other portable terminal device advertising information about goods the
advertisement medium has on or with transmitted from said portable terminal device carried by
~~of the~~ advertisement medium; and
displaying the received advertising information on ~~the~~ a display unit of said other portable

terminal device.

5. (currently amended) An advertisement obtaining method according to claim 4,
wherein, comprising:

~~requesting an~~ said other portable terminal device requests the portable terminal device of
~~an the~~ advertisement medium for a plurality of times to transmit advertising information under a
condition that the advertisement medium carrying the portable terminal device is positioned
within a receivable area of the wireless signal;

receiving user-specific information of the advertisement medium ~~advertising information,~~
~~transmitted from the portable terminal device of an the~~ advertisement medium by said other
terminal device for a plurality of times, about goods the advertisement medium has on or with;
and

~~displaying the received advertising information on the portable terminal~~
~~device~~ determining the identity of the advertisement medium using the received user-specific
information.

6. (currently amended) The method according to claim 4, wherein further
comprising:

receiving user-specified information ~~received from of~~ a plurality of advertisement medium
mediums; and

requesting to view advertising information for specifying received user-specified
information and a profile of the advertisement medium having goods on or with whose
advertisement is to be obtained.

7. (currently amended) A portable terminal device, comprising:
wireless signal transmission and reception unit;

an advertisement request unit requesting ~~an another~~ portable terminal device of an
advertisement medium to transmit advertising information; and

a control unit instructing the wireless signal transmission and reception unit to receive
advertising information, transmitted from the portable terminal device of an advertisement
medium, about goods the advertisement medium has on or with, and displaying the received
advertising information.

8. (currently amended) A ~~computer-executable~~ data signal for a computer

implemented in a form of a carrier signal constituting a program for realizing the functions of:

storing advertising information about goods an advertisement medium has on or with in a storage unit of a portable terminal device carried by the advertisement medium; and

transmitting stored advertising information by a wireless signal when a request to transmit advertising information is received from another portable terminal device.

9. (currently amended) A computer-readable storage medium storing a program for realizing the functions of:

storing advertising information about goods an advertisement medium has on or with in a storage unit of a portable terminal device carried by the advertisement medium; and

transmitting stored advertising information by a wireless signal when a request to transmit advertising information is received from another portable terminal device.

10. (currently amended) ~~A computer-executable~~ data signal for a computer implemented in a form of a carrier signal constituting a program for realizing the functions of:

requesting a portable terminal device carried by ~~for an~~ advertisement medium to transmit advertising information from another portable terminal device; and

receiving by said other portable terminal device advertising information about goods the advertisement medium has on or with transmitted from said portable terminal device ~~of an~~ carried by the advertisement medium, and

displaying the received advertising information on ~~the~~ a display unit of said other portable terminal device.

11. (currently amended) A computer-readable storage medium storing a program for realizing the functions of:

requesting a portable terminal device ~~for~~ carried by an advertisement medium to transmit advertising information from another portable terminal device; and

receiving by said other portable terminal device advertising information about goods the advertisement medium has on or with transmitted from said portable terminal device carried by the ~~of an~~ advertisement medium, and

displaying the received advertising information on ~~the~~ a display unit of said other portable terminal device.

12. (currently amended) The storage medium according to claim 11, wherein

said portable terminal device carried by an advertisement medium has the functions of performing wireless communications with a wireless base station in a portable telephone network, and performing wireless communications with the other portable terminal device.

13. (currently amended) An advertisement distributing method, comprising:
storing plural pieces of advertising information;
receiving a user entry of an advertisement medium;
distributing advertising information about goods to a portable terminal device of an advertisement medium who has gained user entry; and
retrieving a corresponding advertisement and distributing the advertisement to another portable terminal device of a consumer when a request to view an advertisement is received according to advertising information transmitted from the portable terminal device of an advertisement medium to the portable terminal device of a consumer.

14. (currently amended) A computer-executable program for realizing the functions of:
storing plural pieces of advertising information;
receiving a user entry of an advertisement medium;
distributing advertising information about goods to a portable terminal device of an advertisement medium who has gained user entry; and
retrieving a corresponding advertisement and distributing the advertisement to another portable terminal device of a consumer when a request to view the advertisement is received according to advertising information transmitted from the portable terminal device of an advertisement medium to the portable terminal device of the consumer.

15. (currently amended) An advertisement distributing method, comprising:
storing plural pieces of advertising information;
distributing advertising information about goods at a request of an advertisement medium to a portable terminal device; and
giving an advertising reward to the advertisement medium who has provided the advertising information when a consumer views an advertisement or buys the goods after receiving the advertising information and according to the advertising information transmitted from the portable terminal device of the advertisement medium to another the portable terminal device of the consumer.

16. (currently amended) An advertisement distributing method, comprising:
storing plural pieces of advertising information; and
receiving a user entry of an advertisement medium,
distributing advertising information about goods to a portable terminal device of the advertisement medium who has gained user entry, and realizing the function of requesting transmission of advertising information or transmitting advertising information between atthe portable terminal device of the advertisement medium and anotherthe portable terminal device of a consumer.

17. (currently amended) A advertisement distributing method, comprising:
storing plural pieces of advertising information;
receiving a user entry of an advertisement medium;
distributing advertising information about goods to a portable terminal device of the advertisement medium who has gained user entry; and
retrieving a corresponding advertisement and distributing the advertisement to anothera portable terminal device of a consumer when a request to view the advertisement is issued from the portable terminal device of the consumer with the advertising information and user-specified information for designation of the advertisement medium specified.

18. (original) An advertisement distributing method, comprising:
storing plural pieces of advertising information;
receiving a user entry of an advertisement medium;
retrieving advertising information of corresponding goods when a request to view advertising information is received from a portable terminal device of a consumer containing user-specified information about an advertisement medium and a retrieval condition of goods;
and
distributing the advertising information obtained by the retrieval to the portable terminal device of the consumer.

19. (original) The method according to claim 18, wherein
said user information comprises user-specified information, information designating whether or not an advertisement can be distributed, a term of distribution, and information designating access destination for advertising information.

20. (original) An advertisement distributing method, comprising:
storing plural pieces of advertising information;
accepting user entry of an advertisement medium;
storing user-specified information and a profile about the advertisement medium who has gained the user entry, and advertisement specified information for designation of advertising information about goods the advertisement medium has on or with; and
retrieving the advertisement medium having a matching or similar profile to a profile specified by a consumer from information about the entered advertisement medium and distributing advertising information of goods the advertisement medium has on or with to a portable terminal device of the consumer when a request to view an advertisement with the user specified information and the profile of the advertisement medium specified by the consumer is received from the portable terminal device of the consumer.

21. (original) The method according to claim 20, wherein
a profile matching or similar to the profile of an advertisement medium specified by the consumer is retrieved;
advertisement specified information stored as associated with the advertisement medium having matching or similar profile specified by the consumer is obtained; and
advertising information specified by the obtained advertisement specified information is retrieved, and the advertising information obtained by the retrieval is distributed to the portable terminal device of the consumer.

22. (original) A advertisement distributing method, comprising:
storing plural pieces of advertising information;
accepting a user entry of an advertisement medium and a consumer, and storing user-specified information about the advertisement medium who has gained the user entry, goods specified information designating goods the advertisement medium has on or with, user-specified information about the consumer who has gained the user entry, and a profile of the consumer;
retrieving the goods specified information designating the goods the advertisement medium has on or with corresponding to the user-specified information about the advertisement medium, and the profile of the consumer corresponding to the user-specified information about the consumer;

obtaining advertising information matching the profile of the consumer based on the retrieval result; and

distributing the obtained advertising information to a portable terminal device of a consumer.

23. (original) An advertisement distribution device, comprising:
an advertisement storage unit storing plural pieces of advertising information;
an entry unit accepting a user entry of an advertisement medium;
an advertisement distribution unit distributing advertising information about goods to a portable terminal device of an advertisement medium who has gained the user entry; and
a retrieval/distribution unit retrieving a corresponding advertising information from said advertisement storage unit, and distributing the advertising information to ~~another~~ portable terminal device of a consumer.

24. (original) An advertisement distribution device, comprising:
an advertisement storage unit storing plural pieces of advertising information;
an entry unit accepting a user entry of an advertisement medium;
a user information storage unit storing a profile and user-specified information about the advertisement medium who has gained the user entry, and advertisement specified information designating advertising information about goods the advertisement medium has on or with; and
retrieving the advertisement medium having a matching or similar profile to a profile specified by a consumer from said user information storage unit and distributing advertising information of goods the advertisement medium has on or with to a portable terminal device of a consumer when a request to view an advertisement with user-specified information and the profile of the advertisement medium specified by the consumer is received from the portable terminal device of the consumer.

25. (new) A system, comprising:
a first portable device allowing an advertiser to enter and store advertising information therein and allowing the advertiser to wirelessly transmit the advertising information responsive to a request; and
a second portable device allowing a consumer to wirelessly request the advertising information stored in the first portable device and displaying the advertising information wirelessly received from the first portable device.